DYNAMIC ON-LINE LEARNING SYSTEM FOR ELECTRONIC COUPONS USING ON-LINE AUCTIONS

ABSTRACT

This invention relates to a method for generating promotional scheme parameters for issuing redeemable electronic coupons, characterized in that it includes:

- automatically obtaining market demand data from defined sources of online auctions,

- conducting online auctions using defined parameters for specified goods and/or services to obtain market demand data,

- storing and analyzing the market demand data obtained from said online auctions or said conducted auctions to estimate demand and calculate promotion scheme parameters for issue of redeemable electronic coupons.

The instant invention also includes the system and computer program product for carrying out the above method.